

ORDER



Orders	Order / Rev:	167744
	Alt Order #:	06859404
	Product Desc:	CRAVAACK 4 CONGRESS
	Estimate:	C23C29
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/31/12 / 10/31/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Smart Media Group
	Buying Contact:	
	Billing Contact:	
		814 King Street Ste. 400
		Alexandria, VA 22314-3069

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Cravaack for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	1
	Revenue Codes:	AGY, POL, CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$16,760.00	\$14,246.00
10/29/12	10/29/12	4	\$2,600.00	\$2,210.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$16,760.00	\$14,246.00	65.40
November 2012	4	\$2,600.00	\$2,210.00	9.00
Totals	32	\$19,360.00	\$16,456.00	74.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	18%	\$19,360.00
Market	100%	\$107,555.56

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	26%	\$27,964.44
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	56%	\$60,231.11
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/23/12	10/23/12	M-F Midday News M-F Midday News	CM	11a-12p	-T-----	:30	2	\$500.00	1	2.60	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			2		\$500.00			2.60			
2	M	10/24/12	10/24/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	2	\$500.00	1	2.60	NM	2	\$1,000.00

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Flight Dates: 10/23/12 - 10/29/12

Advertiser: Cravaack for Congress
Product Desc: CRAVAACK 4 CONGRESS
Estimate: C23C29

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----					2	\$500.00		2.60			
3	M	10/25/12	10/25/12	M-F Midday News	CM	11a-12p	---T---	:30	2	\$500.00	1	2.60	NM	2	\$1,000.00
				M-F Midday News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---					2	\$500.00		2.60			
4	M	10/26/12	10/26/12	M-F Midday News	CM	11a-12p	----F--	:30	2	\$500.00	1	2.60	NM	2	\$1,000.00
				M-F Midday News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--					2	\$500.00		2.60			
N 5	M	10/29/12	10/29/12	M-F Midday News	CM	11a-12p	M-----	:30	2	\$500.00	1	2.60	NM	1	\$500.00
				M-F Midday News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					2	\$500.00		2.60			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F Midday News		11a-12p	M-----	:30		(\$500.00)		2.60	NM		
	Credited														
6	M	10/24/12	10/24/12	M-F GMA	CM	7-9a	--W----	:30	2	\$750.00	1	2.20	NM	2	\$1,500.00
				M-F GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----					2	\$750.00		2.20			
7	M	10/26/12	10/26/12	M-F GMA	CM	7-9a	----F--	:30	2	\$750.00	1	2.20	NM	2	\$1,500.00
				M-F GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--					2	\$750.00		2.20			
8	M	10/29/12	10/29/12	M-F GMA	CM	7-9a	M-----	:30	2	\$750.00	1	2.20	NM	2	\$1,500.00
				M-F GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					2	\$750.00		2.20			
9	M	10/27/12	10/27/12	Sa 6-7a	CM	6-7a	-----S-	:30	1	\$350.00	2	2.00	NM	1	\$350.00
				Sat 6a News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-					1	\$350.00		2.00			
10	M	10/27/12	10/27/12	SA GMA	CM	7-8a	-----S-	:30	1	\$800.00	1	2.90	NM	1	\$800.00
				Sa GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-					1	\$800.00		2.90			
11	M	10/28/12	10/28/12	Su 6-7a	CM	6-7a	-----S	:30	1	\$450.00	1	2.30	NM	1	\$450.00
				Sun 6-7a News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S					1	\$450.00		2.30			
12	M	10/28/12	10/28/12	SU GMA	CM	7-8a	-----S	:30	1	\$900.00	1	3.90	NM	1	\$900.00
				Su GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S					1	\$900.00		3.90			
13	M	10/28/12	10/28/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$900.00	1	3.70	NM	1	\$900.00
				Sun 8-9a											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S					1	\$900.00		3.70			

